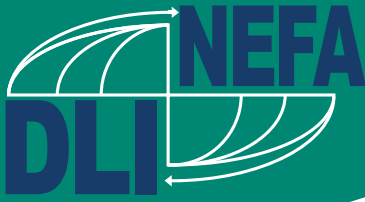


Headlines & More



North East Fabricare Association
www.nefabricare.com

NEFA Set to Host 2-Day Intensive Management BootCamp



NEFA'S MANAGEMENT BOOTCAMP IS SET FOR AUGUST 24 AND 25 IN WOBURN, MA. THE PROGRAM WILL RUN FROM 10:00 TO 5:00 ON THURSDAY AND FROM 8:00 TO 3:00 ON FRIDAY.

The program, "How to Run a Drycleaning Plant Easily, Efficiently, and Profitably" is presented by Management Expert Don Desrosiers.

The course will explore the necessity of monitoring labor and production. Attendees will learn the basics of why you need to track information,

and then will explore how to put that information to use. Included in the discussion will be calculating cost per piece, boosting productivity, managing labor costs, and interpreting information.

Desrosiers will also include an introductory version of his proprietary tracking system, FlightPlan, to help attendees understand the impact changes in operation can have on productivity.

"We consistently hear from members the need for more management training," offered Peter Blake, NEFA Executive Vice President, "and we are excited to be able to bring this to our membership. This is a first of its kind program for our industry, and NEFA members are fortunate to have this opportunity. I think this program is critical for members who want to run a more efficient plant, and for those who want to increase their productivity and profitability. It is designed for owners, production managers, and supervisors. This is a perfect opportunity to invest in your staff -- and invest in your plant's future success."

The program will also delve into time management, problem solving, and organizational skills.

The cost of the program for members is \$295 for the first person from a plant, and \$195 each for additional people from the same member company. Non-members are \$395/person. Registration includes lunch each day.

For more information visit the events page on www.nefabricare.com where you will find links for both a registration form, as well as, a draft syllabus. Please call the NEFA Office at 800-442-6848 or e-mail us at peter@nefabricare.com if you need assistance.

JULY/AUGUST 2017

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PRESIDENT'S MESSAGE...

Thank You For the Support!

THANK YOU TO THOSE OF YOU WHO COULD COME OUT AND ENJOY THE DAY WITH US AT NEFA'S GOLF TOURNAMENT.

I really want to thank all the suppliers who help to make the day special and consistently support NEFA's events and programs. NEFA can not do all the work we currently do, and provide all the services we currently are providing without the generosity of our Allied Trades.

We remain extremely active throughout the region working on the entire industry's behalf. Just in the past few months we have worked with the state of Connecticut on monitoring and improving the CT Remediation Fund. We have attended hearings on proposed NY Regulations and submitted testimony to protect industry members. We have assisted members with their Toxic Use Reduction Planning and ERP Reporting. We are working with cleaners to get their mandatory boiler license training. All of this -- in just the past couple months and it is just the tip of the iceberg.

So much more lies ahead. New workshops being presented throughout the area. A TERRIFIC Fall Fest Conference. New technical training programs are being designed.

We can't do this without the support of the Allied Trades... so I sincerely thank them for supporting the Clean Classic -- and strongly urge you to refer to the list below -- and the Associate Membership listing in this newsletter when making your business decisions!

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Larry Fish, NEFA President at NEFA's Clean Classic

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Make the Most of Membership: Mystery Shopper

Written by Peter Blake, NEFA Executive Director



ARE YOU PUTTING YOUR MEMBERSHIP TO GOOD USE? ARE YOU MAXIMIZING YOUR RETURN ON INVESTMENT FOR YOUR MEMBERSHIP DOLLAR?

I sincerely hope you are, but if you are like many members you get too busy and things seem to slip through the cracks and before you know it a year has passed and you

haven't used your membership as much as you intended. This new series of articles are designed to make sure you get the most from your membership. Six times a year we will highlight one member service for you to use this month.

ENHANCE YOUR CUSTOMER SERVICE

Phone Evaluation: Premier, 12 Free; Gold, 6 Free; Silver, 1 Free
On Site Evaluation: Premier, 2 Free; Gold 1 free

The Secret Shopper Service helps you objectively evaluate your Customer Service Representatives (CSR) on the phone. Customer service is one of the critical criteria customers look for when choosing a plant and it occurs on the phone as well as in person. You want to be sure your CSR is not chasing people away instead of inviting them into your store. This program evaluates the strengths and weakness of the CSR and point out areas where additional training may be needed.

The evaluation contains four elements to evaluate and score the CSR. The four scored elements include: the greeting, the experience, employee knowledge, and lastly, focus areas.

The greeting reflects the impact of the initial contact and sets the tone for the conversation. The experience element is indicative of the customers' overall experience throughout the entire conversation. For instance, was the customer given the feeling that their business was genuinely appreciated? Employee knowledge evaluates what the CSR brought to the conversation. Did the CRS mention any additional services or ask follow up questions? And finally, the focus area evaluates a particular aspect as requested by you. The evaluation also includes evaluator observations, which are identified, but not scored. For instance, was the customer asked permission before being placed on hold? Each evaluation will include a brief summary highlighting the experience.

In order to eliminate this uncertainty and help cleaners find and fix weaknesses in their services, DLI expanded its Mystery Shopper program to include

in-store visits. Visits will be handled by MarketWise Consulting Group, Inc., a professional mystery shopping service provider.

"Customer service is the number one most important aspect of your business," said DLI CEO Mary Scalco. "By partnering with an expert firm in that field we are able to offer services above and beyond what our original Mystery Shopper program could ever do. By offering in-store visits we're able to give you a better services."

MarketWise was established in 1993 and provides market research and competitive analysis. Industry-wide Peer Group Data Comparisons are published twice a year and are considered the benchmark for service standards. Nankervis is a columnist for American Drycleaner magazine and a frequent speaker on industry issues.

MarketWise Consulting is a member of the Mystery Shopping Providers Association (MSPA) and follows a code of ethics set forth by the association to ensure professionalism when gathering information about businesses.

DO IT NOW-- HERE'S HOW!

In order to access the Phone Evaluation Program, call DLI directly at 800-638-2627.

To use the Mystery Shop In-Store Evaluation, you may call DLI directly, or go to the main "Member's Only" page on DLIOline.org. Select "Mystery Shop - In-Store Evaluation" from the main listing, and you will be taken to MarketWise where you can fill out a brief questionnaire and begin the process. If you have any questions -- or need assistance call DLI at 1-800-638-2627.

Take Full Advantage of your Membership -- do it now!



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NEFA's Fall Fest Coming to Plymouth Harbor Hotel this November



NEFA'S FALL FEST IS BEING HELD ON NOVEMBER 10 & 11 IN PLYMOUTH, MA. THE ASSOCIATION HAS CHOSEN THE PLYMOUTH HARBOR HOTEL TO SERVE AS THE HOST HOTEL.

Final preparations are being made to the speaker slate and for the social events. Fall Fest will again include presentations from some of the best speakers in the industry, table-top exhibits from the most progressive companies, and the ever-popular Silent Auction.

The Plymouth Harbor Hotel is situated across the street from the bay. Hotel 1620 Plymouth Harbor offers spacious, beautifully-appointed Plymouth accommodations in a convenient setting. It also features a thoughtful collection of modern services and amenities for the business and leisure traveler. Come and discover a sparkling indoor swimming pool, fitness center, business center and uniquely-inviting 1620 Bistro.

"We are excited about the new venue," offered Larry Fish, NEFA President. "It is a great hotel -- and a fun town to spend a weekend in. We will have top-notch speakers and a terrific program, and I really believe everyone needs to be there. It is a "can't" miss event if you want to prepare your business for the future."

RESERVATIONS NOW OPEN

NEFA has arranged for a VERY special rate of \$149/night. Reservations can be made by calling the hotel directly at (508) 747-4900 and mentioning you are with the North East Fabricare Association (NEFA). Registrations may also be made online on www.hotel1620.com and using promo code NEFA2017.



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Start Creating Your Social Media Strategy

Written by Jennifer O'Keefe, Glikstorm LLC



COMPANIES THAT ARE SEEING RESULTS WITH SOCIAL MEDIA HAVE SOMETHING IN COMMON—THEY HAVE A STRATEGIC PLAN FOR THEIR ONLINE MARKETING.

If your business is just getting started with social media or hasn't yet taken the social media plunge, now is the perfect time to create your social media strategy. If you're already up and running on social

media platforms, now is a good time to take a step back and re-evaluate your online marketing strategy.

Before you put any effort into creating posts or setting up a zillion social media profiles, it's important to define your objectives for social media marketing. What is the most important result you hope to achieve? What are the other results you hope to achieve? Here are some common goals:

- Find new customers
- Get more repeat business from existing customers
- Increase sales of {product/service}
- Get more people in the shop
- Build brand awareness & loyalty

The type of content you will ultimately create and post on social media is determined first by your objectives. Your content will also be influenced by your intended target audience and the social media platforms you've chosen. Hold off on choosing platforms for a bit, and let's dig into your target audience. Based on the objectives you defined, what are the demographics of your target audience?

EXAMPLE #1:

The main objective of our fictional cleaner, Lilly's Cleaners, is to increase the amount of sales from their existing customers. We'd look at their customer database and sales records and try to refine that objective even further with demographics. Their more specific objective might be "to increase the amount of sales from existing customers in the 25-45 age range who live in these three towns..."

EXAMPLE #2:

The main objective of our fictional cleaner, Zebra Cleaners, is find new customers in a new territory, Nearbytown. Based on the demographics of their current, most profitable, most desirable customers, we'd come up with a look-alike audience in the new territory. Their specific objective might be "to get 100 new customers from Nearbytown in the next six months." Their target demographics might be "people aged 22-65 who live in Nearbytown."

EXAMPLE #3:

The main objective of our fictional cleaner, Toby's Cleaners, is to build brand awareness and loyalty, because they have a stiff competitor nearby. Their target audience is the same as their current customer base, so it might be very broad, such as "people aged 22-80 who live in Onetown, Twotown, and Threetown."

During advanced strategic planning, you would likely want to get even more specific with the demographics. You could drill down to the gender, interests, hobbies, job titles, education, income, and more. Are the majority of your customers business-people who travel, soccer moms, or young professionals? Rest assured, having a target age range and geographic location is enough to begin your social media marketing campaign.

Now that you have a good idea of WHO you're trying to reach, you need to choose the best social media platforms to reach them. We'll cover which platforms are best for which demographics in the next issue. If you need answers sooner, please contact me for a complimentary discussion today. For more information on Social media packages available for drycleaners, contact Jennifer O'Keefe at Glikstorm: (603) 943-6480 or by email: info@glikstorm.com.

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► Safe on all colors and fabrics

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► Reduce time scrubbing stains

Triple detergent formula digests stains with unmatched power.

► Improves cleanliness of the entire load

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► Rinses with solvent or water

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MA ERP FORMS DUE September 15



ANY DRYCLEANER USING PERC IN THE STATE OF MASSACHUSETTS IS REQUIRED TO SUBMIT AN ENVIRONMENTAL RESULTS PROGRAM CERTIFICATION BY SEPTEMBER 15TH.

The forms are a self-certification that you are in compliance with all the rules and regulations regarding perc use. It is a multi-media checklist incorporating Air, Water, and Hazardous Waste

regulations facing drycleaners. The Certification is a snap shot of your compliance with all the regulations, and also serves as a great reminder of exactly what you need to be doing each week. The workbook that goes with the cert form is a valuable resource and is a great tool to help make sure you are doing everything right.

The form has undergone some slight changes over the past year, but the only real significant change is in the monitoring of alternative technologies and the installations of new or used machines.

WORD OF CAUTION

“Many cleaners have forgotten the significance of what these self certification forms mean,” warned Peter Blake, NEFA Executive Vice President. “I fear there are operators who may just be using the previous year’s forms as a guide and filling them out without comprehending the importance of the information.”

The ERP forms are a signed statement that you are doing all the MANDATED leak checks, temperature readings, and other specific requirements. The DEP is then using the information you provide to help ascertain compliance. You need to be careful, and make sure your certification is accurate and complete.

FORMS ONLINE

The forms should be filled out online and can be found at the DEP website: edep.dep.mass.gov.

Any cleaner needing assistance in filling out the forms is urged to contact Peter Blake at 800-442-6848.



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2017 Clean Classic Another Success!



WITH ALMOST 50 GOLFERS, A TERRIFIC COURSE, AND IDEAL WEATHER -- NEFA'S BRADLEY FRIEL MEMORIAL CLEAN CLASSIC WAS A TERRIFIC EVENT!

There was some great golf played as judged by the scores turned in, but even more importantly there were some great laughs, smiles, and some friendships renewed.

Golfers were treated to donuts in the morning donated by Klemms Bakery in Windham, NH, followed by hotdogs, hamburgers and a nice cold beer at the turn sponsored by AristoCraft Supply. The golf course was in terrific condition, the sun was shining, and with all the humidity gone -- it was a perfect day.

After golf, people enjoyed the sunny summer weather and feasted on a steak dinner as the prizes were awarded. The Bramble format proved to be challenging at times, but still fun and enjoyable for all. Those who attended praised the course and the food -- and were looking forward to coming back next year.

"I really want to express our gratitude for all the support we have

received over the years," reflected Peter Blake, NEFA Executive Director, "and it really impresses me the generosity of our Allied Trades and the commitment of our members. It is hard to believe this was our 21st year. Many of our players and sponsors have supported each and every year. I can't express my gratitude enough on behalf of all our members -- and really the entire industry. All the sponsors are listed on page 2, as well as on our website: www.nefabricare.com."

CONGRATULATIONS TO THE WINNERS:

First Place: *Mac Magnus, Tim Avallone, and Peter Blake*

Closest to the Pins: *Mac Magnus, Dan Hagearty, Peter Blake*

Long Drive: *Mike Pavone*

LOOKING AHEAD

Plans are already underway for the 2018 Clean Classic. NEFA will be looking for a new course to host the event. The ideal course would be around the 495 belt in Massachusetts. If you know of any course willing to have a shot-gun start after 9:00 for 50 - 60 people please contact Peter Blake at the NEFA Office so we can check out potential new locations. We are looking forward to even more players next year!



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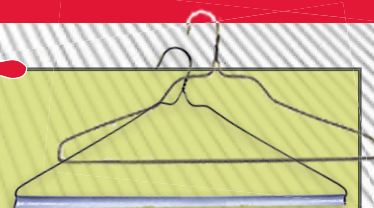
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Social Media Management Plans



	Light Starch Plan	Heavy Starch Plan
# of profiles	Up to 2	Up to 3
# of new images	8/month	16/month
Posting schedule	3/week	6/week
Catalog posts & images	YES	YES
Work to increase followers		YES
Blog posting		Up to 1/month
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FAQ about Social Media Management Plans:

- You review and approve all images & posts before they run.
- The current social media platform choices are: Facebook, Twitter, and Google+.
- On the Heavy Starch Plan we may also do some posting to LinkedIn as appropriate (ex: company news, events, charity support, job openings)

FAQ About Images:

- Industry-related images may be used for other clients who are further than a 20-mile radius from your location.
- Some images (ex: holiday greetings) are not exclusive and may be used for other clients.
- Images we create from your own photos (ex: staff, customers, building, before/after work) will only be used exclusively for YOUR business



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